

# Community Engagement as Health Promotion

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# Engagement BINGO!!

When you fill a row of five squares,  
yell BINGO!!!



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# Our goals for this afternoon

- Engage together as a *mini community*
- Learn about community engagement
- Apply engagement concepts through stories from the community
- Brainstorm opportunities for community engagement in the settlement sector
- Have fun!





# Proposed agenda

2:00- Meet, greet and play BINGO!

2:25- What *you* want to learn

2:45- Overview of community engagement

3:15- Small group discussions

3:45- BREAK

4:00- Debrief + community engagement and health

4:40- Opportunities in the settlement sector

5:00- Adjourn



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# What is community engagement?

Community engagement means people working collaboratively, through inspired action and learning, to create and realize bold visions for their common future.

Source: Tamarack Institute of Community Engagement



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# Different terms, similar processes

- Citizen engagement
- Civic engagement
- Community engagement
- Community mobilization
- Community empowerment
- Capacity building
- Creating social capital
- Social inclusion



# Why engage communities?

- Encourages people to come together to create social change.
- Builds grassroots capacity for individuals and communities to have more control over the factors that influence health
- Increases amount of social capital available to communities



# In the settlement sector...

- Allows people to have a say and participate in issues that affect them
- Help people really “settle” into a new life in a new country
- Make people feel they belong – inclusion
- Other?





# Engagement promotes Inclusion

The feeling of belonging emerges through caring, cooperation, and trust.

The reality of belonging emerges through equity and fairness, social and economic justice, and cultural as well as spiritual respect.

People build the feeling and reality of belonging by engaging their society to ensure it.



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# Many ways to engage...

- **Multi-sectoral coalitions** (Community Mobilization Strategy)
- **Political** engagement
- **Neighbourhood** engagement
- **Voluntarism** / community involvement
- **Capacity building**: individual, organizational & community (International Healthy Communities Movement)
- **Electronic engagement** (electronic discussion groups, Health Promotion Online, Ontario Health Promotion e-mail bulletin, Facebook)



# Levels of Engagement



Adapted From: Hashagen 2002 and Sydney Department of Planning 2003.



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# Small group discussions

## Questions:

- Which groups in your community could benefit from engagement?
- What level(s) of engagement have you entered into?
- What are the opportunities and barriers for effective engagement in your community?



# Engagement—different goals & different agendas

- Legitimacy
- Marketing
- Mandated
- Meet organizational priorities
- Successful outcomes
- Different approaches – values /pragmatic,





# How does all this relate to “Health Promotion” ?

- Health Promotion is the process of enabling people to increase control over the determinants of health, and thereby improve their health.

(Western Pacific Region Office's *Regional Framework for Health Promotion*, WHO 2002)





# How Community Engagement Promotes Health

Community engagement is one process that can help people have an influence and affect the conditions that make them healthy... or not.




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Health



An iceberg floating in a dark blue ocean under a clear sky. The tip of the iceberg is above the water line, while the much larger base is submerged. The text 'Health' is positioned above the water line, and 'Health Care' is positioned just below the water line.

Health

Health Care





The image is a conceptual diagram using an iceberg metaphor. The visible tip of the iceberg is labeled 'Health'. The much larger submerged part of the iceberg is divided into several sections, each representing a determinant of health. These sections are labeled with various factors such as 'Health Services', 'Income and Social Status', 'Education', 'Employment and Working Conditions', 'Social Support Networks', 'Physical Environments', 'Biology and Genetic Endowment', 'Social Environments', 'Healthy Child Development', 'Culture', 'Personal Health Practices and Coping Skills', and 'Gender'. The diagram illustrates that while 'Health' is the visible outcome, it is supported by a complex and extensive network of underlying factors.

Health

Health Services

Income and  
Social Status

Education

Employment  
and Working  
Conditions

Social  
Support  
Networks

Physical  
Environments

Biology and  
Genetic  
Endowment

Social  
Environments

Healthy Child  
Development

Culture

Personal  
Health  
Practices and  
Coping Skills

Gender

# The Community Engagement Tree



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# Resources

Ontario Prevention Clearinghouse

[www.opc.on.ca](http://www.opc.on.ca)

Tamarack Institute for Community Engagement

[www.tamarack.ca](http://www.tamarack.ca)



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# Thank You!

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